

ESTTA Tracking number: **ESTTA298236**

Filing date: **07/30/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91173105
Party	Defendant Michael Dalton
Correspondence Address	Michael Dalton P.O. Box 18137 670 Northland Blvd. Cincinnati, OH 45218-0137 UNITED STATES DALTONME@hotmail.com
Submission	Defendant's Notice of Reliance
Filer's Name	Michael Dalton
Filer's e-mail	DALTONME@hotmail.com
Signature	/ Michael Dalton /
Date	07/30/2009
Attachments	RelianceTabLLcover.pdf (1 page)(24442 bytes) RelianceGoallineSolutionsLLa.pdf (12 pages)(4363926 bytes)

TAB LL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Honda Motor Co. LTD

Opposer

vs.

Michael Dalton

Applicant

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:
:
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:
:
:
:
:
:

Opposition No. 91173105

Notice of Reliance

Now comes, Michael Dalton, Defendant – Applicant, pursuant to Trademark Rule 37 CFR 2.122(e) and gives his notice of reliance on copies of:

- a.) the official record of Network Solutions whois search on the term
goallinesolutions.com identifying the administrative contact as Graham Line.
- b.) the official record of Circa.ca whois search on the term delaerdashboard.ca
identifying the registration as anonymous and hosted at 10dollar.ca
- c.) the 10dollar.ca whois search on the term dealerdashboard.ca indentifying the
registration as anonymous.
- d.) the screen-shot of dealerdashboard.ca indentifying a website redirect to
goallinesolutions.
- e.) The official record of Circa.ca whois search on the term goallinesolutions.ca
identifying the domain as unowned and available for registration.

f.) the official record of 10dollar.ca search on the term goallinesolutions.ca identifying the domain names goallinesolution.net, .org, .info, .biz as unowned and available for registration.

The documents are exact copies of the official record archived at networksolutions.com, cira.ca, 10dollar.ca, and the screen-shot of dealerdashboard.ca on 07/30/2009.

The official record and screen-shot documents are relevant because it demonstrates that the credibility of goallinesolutions.com is in question with an anonymous registration and redirect of the infringing term dealerdashboard.ca, identifying an attempt to exploit the applicants brand, dealer dashboard, and indentifies dealer dashboard as not generic in nature.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'Michael Dalton', is written over a horizontal line.

Michael Dalton, Applicant pro se
PO Box 18137
670 Northland Blvd.
Cincinnati, Ohio 45218-0137
(513)557-2901
DALTONME@hotmail.com

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US Dollar - USD

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NetworkSolutions.Call Us (U.S. Only)
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WHOIS Search Results

Your WHOIS Search Results



goallinesolutions.com

Make an instant, anonymous offer to the current domain registrant. [Learn More](#)[Make an offer to buy this domain](#)

BOOKMARK

Visit [AboutUs.org](#) for more information about GOALLINESOLUTIONS.COM [About Us:](#)
[GOALLINESOLUTIONS.COM](#)**Registrant:**GoalLine Solutions
3228 South Service Rd.
Suite 102
Burlington, ONL7N3H8
CA[Make this info private](#)**Domain Name:** GOALLINESOLUTIONS.COM**Promote your business to millions of viewers for only \$1 a month!**

Learn how you can get an Enhanced Business Listing here for your domain name.

[Learn More](#)**Administrative Contact :**Line, Graham
gline@GOALLINEMARKETING.COM
PO Box 5108
Winter Park, FL32793
US
Phone: (407) 971-2061
Fax: (407) 971-1817**Technical Contact :**User, Admin
sysadmin@goallinesolutions.com
3228 South Service Road
suite 102
Burlington, ONL7N 3H8
CA
Phone: 9056333835**Record expires on** 06-Dec-2013**Record created on** 06-Dec-2001**Database last updated on** 29-May-2008**Domain servers in listed order:**[Manage DNS](#)[NS31.WORLDDNIC.COM](#)
[NS32.WORLDDNIC.COM](#)[205.178.190.16](#)
[205.178.144.16](#)[Show underlying registry data for this record](#)**Current Registrar:** NETWORK SOLUTIONS, LLC.**IP Address:** [64.201.36.117](#) (ARIN & RIPE IP search)**.Me** is about **YOU!**Personalize your space on the
Internet with a .ME domain.[Learn More](#)**SEARCH AGAIN**

Enter a search term:

e.g. networksolutions.com

Search by:

[Domain Name](#)[IP Address](#)[Search](#)When you register a domain name, current policies require that the contact information for your domain name registration be included in a public database known as WHOIS. To learn about actions you can take to protect your WHOIS information visit [www.internetprivacyadvocate.org](#).**NOTICE AND TERMS OF USE:** You are not authorized to access or query our WHOIS database through the use of high-volume, automated, electronic processes or for the purpose or purposes of using the data in any manner that violates these terms of use. The Data in Network Solutions' WHOIS database is provided by Network Solutions for information purposes only, and to assist persons in obtaining information about or related to a domain name registration record. Network Solutions does not guarantee its accuracy. By submitting a WHOIS query, you agree to abide by the following terms of use: You agree that you may use this Data only for lawful purposes and that under no circumstances will you use this Data to: (1) allow, enable, or otherwise support the transmission of mass unsolicited, commercial advertising or solicitations via direct mail, e-mail, telephone, or

IP Location: CA(CANADA)-ONTARIO-BURLINGTON
 Record Type: Domain Name
 Server Type: IIS 6
 Lock Status: clientTransferProhibited
 Web Site Status: Active
 DMOZ: no listings
 Y! Directory: [see listings](#)
 Secure: No
 E-commerce: No
 Traffic Ranking: 1
 Data as of: 22-Apr-2008



Need to get your business online?

Our professional designers can build a [custom Web site](#) for your business. \$11.95/month, plus a \$499.00 design fee

Go



Pay Per Click from Network Solutions

Create and manage your [pay per click advertising](#) from as low as \$125/month plus \$99 one time set-up fee

Go

SOLUTIONS TO GET
 ONLINE
 SOLUTIONS TO SELL
 ONLINE

SOLUTIONS TO GET
 CUSTOMERS
 PROFESSIONAL
 BUSINESS SOLUTIONS

SOLUTIONS FOR ONLINE
 SECURITY
 LEGAL & POLICY INFO

CORPORATE
 INFORMATION
 PROMOTIONS & OFFERS

RESOURCES

CUSTOMER SUPPORT

SEARCH FOR A DOMAIN:

.com

Search

GET A FREE DOMAIN WITH HOSTING



"An outstanding customer service experience"
J.D. Power and Associates



100% Secure Transaction

For your protection, this Web site is secured with the highest level of SSL Certificate encryption.

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why .ca?

your key to Canada, and the world.

o Canada,
world.

WHOIS search results

Personal information about the holder of this domain name is not available in the search results because the registration is privacy protected.

Interested in contacting the holder of this domain name? CIRA offers an [online Message Delivery Form](#) that allows you to send a message to the Administrative Contact for this domain name.

Domain name: dealerdashboard.ca
Domain name status: EXIST
Approval date: 2008/01/03
Renewal date: 2010/01/03
Updated date: 2009/02/22

Registrar name: (10dollar.ca) 10 Dollar Domain Names Inc.

Registrar number: 1064689

Name servers:

DNS 1 hostname: ns1.mdnsservice.com

DNS 2 hostname: ns2.mdnsservice.com

DNS 3 hostname: ns3.mdnsservice.com

DNS 4

hostname:

DNS 5

hostname:

DNS 6

hostname:

Search WHOIS

Domain name:

Search WHOIS

(e.g. *cira.ca*)

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Call us:
647 258 0610

[Whois](#) | [FAQ](#) | [About Us](#) | [My Account » login](#)

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Check a domain name:

www.

.ca

[Go!](#)

July 30, 2009

[My Account » login](#)

Whois Service



Registration in
5 minutes



Web hosting
for \$10 /month

Domains for only
\$10.45/yr
Look No Further



Enter the Domain name you would like to lookup:

dealerdashboard.ca

Domain Name (ex. domainname.com)

Nameserver (ex. ns.nameserver.com or 109.23.204.34) only for .com and .net

Enter the number as shown in the image:

9230

[Look Up](#)

Domain Information: dealerdashboard.ca

Domain name exists.

Domain name: dealerdashboard.ca
Domain status: EXIST
Approval date: 2008/01/03
Renewal date: 2010/01/03
Updated date: 2009/02/22

Registrar:
Name: (10dollar.ca) 10 Dollar Domain Names Inc.
Number: 1064689

Name servers:
ns1.mdnsservice.com
ns2.mdnsservice.com
ns3.mdnsservice.com

% WHOIS look-up made at 2009-07-30 14:54:28 (GMT)

%

% Use of CIRA's WHOIS service is governed by the Terms of Use in its Legal
% Notice, available at <http://www.cira.ca/legal-notice/?lang=en>

%

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GoalLine Dashboard

Fixed Operations Management System


[TEST DRIVE](#)

Powered by:



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- [About Us](#)
- [Test Drive](#)
- [Register](#)

CLOSINGTHELOOP

on customer service and loyalty



JD Power Uses Dashboard
for its PIN Program

About GoalLine Solutions...

GoalLine Solutions is a comprehensive Customer Relationship Management (CRM) company specializing in the integration of seamless technology with fixed operations management and front-end customer service.

Our "Closed Loop Process" of handling customer service and loyalty development is a thorough, one-stop solution for improved business operations and increased profits for your organization.

We take pride in our consultative approach to doing business. Our team of professionals will assist in analyzing your business in order to provide measurable and effective business solutions to improve operational efficiencies and marketing impact.

Our automotive sales and service systems are in-use by more than 1000 auto sales and service dealers across North America.

The GoalLine Dashboard Guarantee

*Today you cannot afford undue risk.
Our guarantee for this service:*

Your Service Centre will generate incremental revenue within 30 days of the service usage or there will be no charge. Billing will only commence after the Service Manager signs off that there has been improved revenue due to the use of the service.

About GoalLine Dashboard...

GoalLine Dashboard Key Performance Indicators (KPI's) provide the dealer and service manager with visibility to the crucial numbers that drive the performance of the service Department. You have the ability to set target goals for the average labor dollars per repair order, one line work order percentages and average hours per repair order and see the results by year, month, week or day. By comparing it to the prior year's results, you have visibility to improvements in your department and more importantly areas of concern.

By using our secure data extraction portal we provide daily updating on Labor sales, Repair order counts and total hours sold for all sales categories

The Dealer Report allows you to graph the KPI's by pay type and reporting period to identify trends and areas of opportunity.

Advisor and Technician Scorecards...

- Provide KPI information specific to the Advisor and Technician by pay type and specified time periods
- Graphic display of achieved labor hours per repair order to goal and to previous years performance.



GoalLine Dashboard

The Advisor Report

The advisor report compares performance based on:

Total repair orders written
Total number of Jobs
Jobs per Repair Order
Labor Hours sold

The Technician Report

The technician report compares performance based on:

Repair orders
Jobs per repair order
Labor hours per repair order
(billed hrs per repair order)
Total labor hours
Tech hours per Repair Order
(paid hrs per repair order)
Dollars per repair order
Total labor generated

- Allow for goal setting based on the number of repair orders for cross sell categories
- Display sell through rate of cross sell opportunities and compares performance to set goals
- Provide year to date summary totals for all categories
- Are printable for each staff member

Contact us for an online or on-location demonstration of our program outcomes.

1.866.923.0045
@goallinesolutions.com

why .ca?

your key to Canada, and the world.

to Canada,
world.

WHOIS search results

Domain name status: goallinesolutions.ca is available for registration.

Search WHOIS

Domain name:

Search WHOIS

(e.g. *cira.ca*)

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Check a domain name:

www.

.ca

[Go!](#)

July 30, 2009

[My Account » login](#)

Register a Domain



Registration in
5 minutes



Web hosting
for \$10 /month

Domains for only
\$10.45/yr
Look No Further



Step 1: Check Domain Name

☒ **goallinesolutions.ca is available**

☒ goallinesolutions.com ☐ goallinesolutions.net
☐ goallinesolutions.org ☐ goallinesolutions.info
☐ goallinesolutions.biz

☒ : Not available ☐ : Status unknown at this time

[Continue](#)

Check similar domains like goallinesolutions.ca

Domain Name	.ca	.com	.net	.info	.biz
goallinesolution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goalmarksolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
scorelinesolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goallineset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goalprintsolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
endlinesolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goallinemethod	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goalrailwaysolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goalslinesolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goalmarksolution	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ctrlinesolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goallinesolutionsonline	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
webgoallinesolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
mygoallinesolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
thegoallinesolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ctrlinesolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

scorelinesolution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goallinesolutionscentral	<input type="checkbox"/>	X	X	<input type="checkbox"/>	<input type="checkbox"/>
scoremarksolutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
goallineanswer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

X : Not available

Register for 2 years

Display 20 Records

[Continue](#)

www. goallinesolutions

. ca

[Check Again](#)☒ Quick domain check (Do not suggest alternative domain names).**Advance Search Options**

- ☐ Add popular prefixes and suffixes
- ☐ View domain list with related keywords
- ☐ View domain list with dashes

Display 20 Records

i If you have a large number of **.ca domains** to register, try our new [Bulk Domain Registration](#) service. It's the fastest way to register multiple domain names at once!

i Interested in [reserving an expired .ca domain](#)? Check out our specialized [TBR Reservation System](#), found only at 10Dollar.ca

i Pricing information for each domain type can be found [here](#).

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